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**To:** [Fowlow, Jeffrey](#)  
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**Subject:** FINAL Comms. Plan for Ashue Rd. Media Relations (8/12-8/16)  
**Date:** Friday, August 09, 2013 3:35:44 PM

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As we head toward mobilization on Monday, here's the plan I'm proposing for any media contact we may experience(We can make last minute tweaks on Monday, 8/12):

1. I will call KIMA TV News on Monday morning, letting Matt Finn, their reporter who's been covering this story for months(and who e-mailed me on Wednesday), know that we are mobilizing to the site and that we would be in operation by Tuesday (8/13).
2. If Matt (or any media outlet) turns up at the site on Monday (8/12), OSC Fowlow will use the talking points (see:below) the team has approved as of this afternoon(8/9). Similarly, if I get called on Monday, I will limit my comments the same talking points. I would urge all on the team to direct any media calls that may be fielded by other managers or OSCs, to me for response.
3. Should Matt(or any other reporter) contact me for more information (after hearing our talking points), I will simply inform them that the Action Memo for this project is a publically available document and send them the link. If asked to comment or expand on the contents of the Action Memo, I will refrain, stating that "the document speaks for itself."
4. I will keep OSC Fowlow, ERU managers, Marianne Holsman and Tom Eaton informed of any media contact throughout the course of this project, doing the same for the Yakama Nation(Alfrieda Peters) & Yakima County(Paul McIlrath).

Here are the final talking points:

1. At the request of Yakama Nation officials, EPA is working closely with Yakama Nation staff and Yakima County staff to investigate the potential threat that may be posed by asbestos from demolition debris disposed on private property near Wapato, Washington, within the Yakama Nation.
2. Results of an earlier EPA assessment, performed in October 2012, confirmed the presence of asbestos fibers and indicated that more investigation was warranted.
3. Since those results were obtained, EPA has participated in a series of negotiations, with several parties, to launch the next level of investigation. Since no action seemed imminent after many months of discussion, we decided to move the investigation forward ourselves.
4. Since we have just begun working at the site, we don't have a precise read yet on

how long it will take to finish this phase of the investigation. However, we hope to be finished with this phase by Friday.

5. Because EPA may pursue formal enforcement action as a result of our work here, we decline to comment or discuss the investigation further.

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Please call me if you have any questions.

Thanks!

MM

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